

From Far and Wide the Gifts Have Come, More and Better Than

It Is the Giver Who Maketh the Gift Valuable

It is a box of candy, a bedstead, a bracelet, a bottle of perfume or a beaded necklace.

Whatever you choose will turn into a breastpin of living sunshine if it arrives on Christmas eve. To forget and neglect and say to yourself you only intended to do it will only add to your discomfort. When one's house is burning down it is altogether too late to think of digging a well to have water handy in case of fire.

"Christmas comes but once a year," mind you that.

[Signed]

John Wanamaker

Written December 15, 1921.



Last Shipment of Fine French "Reynier" Kid Gloves

for the season is just in. Women who know their exquisite quality, and gift-givers who wish to make a choice that will compliment the recipient, will need no further hint.

The new importation is especially strong in two-clasp and three-clasp gloves of kid and suede, at \$3 and \$3.50 a pair; and in the heavier chevreton gloves, at \$4 a pair.

Black, white and beautiful colors.

(Main Floor)



The New Short Caracul Coats

are greatly in request as much by Santa Claus as by anybody else. They are all rather jaunty—some straight and rippled, some a little bloused, some a good deal bloused.

One such jacket bordered with dark squirrel is priced \$350.

- A box coat with a big gray squirrel collar, \$450.
- A longer coat with kolinsky fur, \$375.
- A simple straight coat with self-collar, \$300.
- A blouse with monkey fur collar, \$300.

(Second Floor)

Some Remarkable Women's Coats Fur-Trimmed, at \$95

Almost any woman would have to look twice at the price tag to make sure they are not much higher priced.

They are in a beautiful deep pile bolivia coating, some have the high luster finish, and the

collars are large and of blended kit fox or silky black caracul. There are two styles; one straight of line, unbelted with flaring sleeves, and the other with pleated back, silk stitching and narrow belt.

In brown, cinder or black.

(First Floor)

Soft Silk Frocks for Women—\$57.50 and \$65

Made of an entrancingly light serpentine crepe, simple, and designed to charmingly take the place of the indispensable black gown in any woman's wardrobe.

Three models, one coat model fastened at the side, another coat model with straight side closing, and one with blouse and graceful side drapery. All have long bell sleeves.

Prices \$57.50 and \$65.

(First Floor)

Hand-Made Blouses Are Dainty Christmas Gifts

Some of the prettiest are in dimity or fine voile and in either Peter Pan style or with tuxedo collars.

A number of the Peter Pan

blouses open in the back, and they are especially nice to wear under sweaters. All have hand-drawnwork or real Irish lace and mostly there is both, \$2.50 to \$4.75.

(Third Floor)

Santa Claus Often Brings Children's Bathrobes

And great is the rejoicing thereupon. It means much for the comfort of little folks on cold mornings and evenings.

Blanket bathrobes in all the different styles that boys and girls like the best, 2 to 16 year sizes, \$2.25 to \$5.50.

Eiderdown robes in pretty pink and blue, 2 to 16 year sizes, \$3.50 to \$6.50.

Corduroy bathrobes, all good colors, 4 to 16 year sizes, \$3.75 to \$6.50.

(Third Floor)

Her Gift Might Be a Silver Mounted Handbag

WOMEN of the most fastidious taste in dress are apt to prefer such handbags to any other kind here.

The frames are all of sterling silver in the quaint Dutch designs, while the bags are made of imported moire and novelty silks, velvet, leather or metal brocade. Every detail of the making is exquisite to a degree and the shapes are odd and new.

Any woman would count herself fortunate to receive a gift of this sort and she would not be likely to see a duplicate elsewhere.

The prices are \$42.50 to \$72.50.

(Main Floor)

Traveling Clocks Travel Far as Christmas Gifts

Such numbers of them are going out as gifts! No wonder, when they are liked so well.

The cases are of the prettiest colored leathers, rose, blue, green, violet, brown and so on. The clocks themselves are good timekeepers, and many have luminous dials.

One-day movement, \$18 to \$23. Eight-day movement, \$28 to \$34.

(Main Floor)

A Genuine Old Terry Clock

with the label of the famous old Connecticut clockmaker inside, is now in "Antiques." It is mahogany, of unusually graceful Chippendale design, and well worth its moderate price of \$125.

An old chest of drawers with blanket-box top, made of hand in the old days, of pinewood put together with wooden pegs, is another interesting article at \$125.

(Fifth Floor)

Children's Fine Felt Slippers \$1 to \$2.25 a Pair

Best quality made. All-wool felt with soft padded soles.

Alice blue, rose, brown or red.

Slippers with Greek key border, \$1.75 and \$2 a pair, according to size. Booties with stenciled animal tops, \$2 and \$2.25

(First Floor)

a pair. Both in sizes 6 to 2— for children about three to ten years.

For babies up to four years old—sizes 3 to 6—light blue and pink felt only, with turn-over tops and pompons, \$1 a pair.

New Handkerchiefs From Paris

Just in time for Christmas gifts to women of fastidious ideas. They are handkerchiefs of sheer linen with tape borders and hemstitched or hand-rolled hems, \$2 each.

(Main Floor)

Fine Silk Lingerie

Nightgowns of radium silk—pink, peach, orchid and blue—made in tailored style with wide shoulder straps, \$5.

Bloomers of the step-in type, of radium, pink, blue and orchid, with Irish insertion and Valenciennes, \$3.85. Others with real fillet edging, \$5. Others tailored—with tucks and French knots, flesh and white, \$5.

Envelope chemises of radium and crepe de chine, pink and orchid, with French knots, \$5.

(Third Floor)

Scotch Tweeds Drop to \$5

Large plaids and overplaids in brown and gray effects, black-and-white overplaid and some rough "nub" effects in brown, gray or blue. Splendid coatings, cloakings, suitings and skirtings.

All 54 inches wide.

(First Floor)



The Console Phonograph Decorates Any Room

MOST people can remember when the phonograph was a crude and hideous horn, disfiguring every room it occupied.

Today it may be a graceful console, made of rich wood and fashioned in an artistic period design that is an embellishment to any room.

In the most beautiful homes a console phonograph now occupies the place of honor, delighting the eye as well as the ear.

There is no better place in the city to study and choose from the many varied types of console phonographs than the Wanamaker Phonograph Salons.

Artistic console models in Victrola, Cheney, Brunswick and Sonora phonographs—the four leading makes—include American Colonial, Queen Anne, Heppelwhite, Sheraton, late Georgian, early English, Adam, Gothic, Italian, Oriental, Chippendale, Louis XV and other designs, as well as simple mahogany console models harmonizing with any furnishing.

From \$100 to \$1275 is the price range on these desirable console models. Easy-payment terms apply to any.

(Second Floor)

Books for Everybody

The Wanamaker Book Store is at its best at this moment.

All the new books are here—poetry and fiction, history, biography and autobiography, children's books and books for students and illustrated holiday books—all placed so that they are easy to see and to choose from.

(Main Floor)

Madeira Embroidered Linen Centerpieces, \$5

An exceptional special purchase of handsome centerpieces, woven of a fine pure linen and showing an unusual amount of excellent Madeira hand-embroidery and eyelet work in beautiful designs.

All are carefully hand-scaled, and for Christmas giving it would be hard to think of anything more tasteful.

(First Floor)

Newly Imported From the Orient

Rock crystal necklaces of cut beads are in varying lengths and sizes, and priced \$35 to \$85.

Cat's-eye malachite necklaces with unusually large beads are priced \$35, \$45 and \$250. They are intensely interesting.

Carnelian necklaces, one of oval beads, at \$40; one of ribbed oval beads, at \$45, and one of large beads, at \$75.

All in the Oriental Store.

(Main Floor)

Mayflower Firelighters, \$3

A graceful shape in bright brass which will reflect the firelight most delightfully. The absorbent pumice stone, which acts as a torch, is larger than usual.

A brass tray to match, \$1.

(Fourth Floor)

BAY-BERRY candles may be had this year for the small sum of 20c a pair, in a holly box.

(Fourth Floor)

"Grape Jewelry"

The bunch-of-grapes design is so great a favorite in inexpensive jewelry that one may have it in pendants, in bracelets and earrings; and in several imitation stones—pearls, jade, lapis, coral and jet.

Prices from \$4.75 for a bracelet to \$24 for a pair of earrings.

(Main Floor)

Candy Ordered Now Will Be Delivered When You Wish

with special care taken that candies are packed fresh. It is well to place orders for such packages early.

Preferred for Five-Pound Boxes

Mixtures of chocolates and bonbons at 50c a pound look well and taste good, and make pleasing two-pound or five-pound boxes. Some people prefer just the chocolates.

Clear candy toys, 40c a pound.

(Down Stairs Store)

Irish Linen Napkins Unusual at \$5 a Dozen

Full-bleached, woven of pure flax, in a choice of handsome floral and spot patterns, and in size, 20x20 inches.

Imported direct from the looms in Belfast and marked \$5 a dozen.

(First Floor)

Lamps for Desks and Tables

200 boudoir desk and table lamps with finely decorated glass shades and metal bases to match may be had for \$8 to \$47.50.

Fifty different designs.

(Fourth Floor)

The Wrappings of Christmas Gifts

seem prettier this year than ever. Cards are charming and original and there is a wonderful variety of seals, papers, cords and stickers.

It's better to choose them early.

(Fourth Floor)

Women's Tub Dresses

Gayly colored and prettily trimmed chambray and gingham may be had in boxes if St. Nicholas wishes to make useful gifts.

Some large sizes are included in the price range, \$3.85 to \$6.85.

(Third Floor)

The Gift of Durability and Service—a Piece of Wanamaker Furniture

Whoever makes a present to any household or to any homemaker of a piece of substantial furniture "starts something."

Here is no Christmas cake to be eaten up in a day, but something of real worth and permanent usefulness.

Yes, whoever gives a piece of furniture gives literally a piece of a home, to be woven inseparably into the associations of that blessed place.

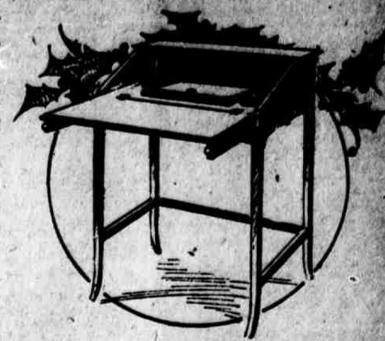
Furniture is the gift of durability, if rightly selected. It is the gift of indispensability, provided it is of Wanamaker quality and shows Wanamaker fine taste.

The kind of furniture that is gathered here is the kind that grows closer and closer to its owner with the passing of time.

The largest assemblage of gift pieces is here and all of it is fine.

Plenty of it is so inexpensive that no pocketbook that can reach to a furniture purchase at all need be shut up with a disappointed snap.

(Fifth Floor)



Some Low-Priced Gift Pieces

- Women's writing desks, \$25.
- Night tables, \$7, \$7.75.
- Windsor chairs, \$11.
- Ten wagons, \$19.50.
- Gate-leg tables, \$25.
- Davenport-end tables, \$9.
- Small console tables, \$15.
- Overstuffed wing chair, with hair stuffing cretonne covered, \$35.
- Tilt-top tables, \$13.50.
- Book troughs, \$11.50.

Magnificent choice of other pieces, including fine individual things and striking reproductions of rare old types.

Things That Keep the Motorist Warm Can Be Beautiful, Too

(In the London Shop)

Some of the newest motor robes are of silk and mohair plush, worked in crushed fur effects and in colors to match the upholstery in the finer cars.

The reverse side is stoutly made of bedford cloth. Matching the plush robes are foot muffs, like huge boots.

They also are of plush, durably lined and are wonderful companions on a cold day. The robes are priced \$30 to \$55, the foot muffs, \$15 to \$20.

Other lap robes may be of wool, cashmere or vicuna. One side is an attractive solid color, the other plaids of delicate shades. Big and wonderfully warm and the edges are fringed. Priced \$8.50 to \$60.

(The Gallery)

Nearly Every Man Plays Golf

Some time or other he gets a game in and good golf things are mostly likely a hobby with him.

No surprise could be a jollier one than a box of golf balls or a new bag.

Silver King golf balls in all weights and markings, \$12 dozen. Middle golf balls, 99 the dozen. Red Flash golf balls, \$7.50 dozen. The Topper, \$6.50 dozen. Canvas golf bags with metal bottoms, \$2.75 to \$3.50; leather bags in various sizes and colors, \$16 to \$20.

(The Gallery)

A Half a Dozen Shirts in a Holly-Decked Box—

or a dozen shirts—the number doesn't matter, they make a fine gift to a man.

And there's a real Christmas look about the newest shirts to come. Of woven madras with stripes of many colors and many styles, but through them all runs the lustrous satin-looking stripes of fiber silk.

Long-wearing shirts as well as beautiful, and the price is \$3.

(Main Floor)

Oriental Rugs Are Gifts of Distinction

Here are three groups of particular interest to gift-seekers, to anybody who wants a small Oriental rug of beauty and sound quality at the lowest market price.

- Hamadans, 3x4 ft., \$35.
- Mosuls, about 3x6 ft., \$39.

(Seventh Floor)

Chinese, about 3x5 ft., \$30 and 3x6 ft., \$55.

Rich heavy, beautiful Saruks, about 3.6x5 ft., \$75 to \$100.

Saruks and Kermanshahs, about 4.6x6.6 to 7 ft., \$100 to \$140.

New Imported Dinner Sets—Splendid Gifts

New shipment just opened. Of fine imported china in three handsome new border patterns and one wide, coin-gold band decoration.

All have coin-gold matt handles and are complete sets of 106 pieces.

The most attractive group of dinner sets in a long time and the prices are moderate—\$60, \$65, \$67.50, \$70 a set.

(Fourth Floor)

Quilts That Enrich a Home

Wool filled, covered in silk brocade and trimmed with satin, \$25.

Wool filled, covered in brocade satin, \$30.

Mostly in rose and Copenhagen blue. Prices are lower than quilts of this class generally sell for.

Down-filled quilts, satin covered, extra large size, beautifully adorned with hand-made lace and some in applique; large choice of colors; priced much below regular at \$50 each.

(Sixth Floor)

Charming Gifts That You'll Find in the Housewares Stores

Door stops in the form of black cats, French fashion figures, parrots, peacocks, or Colonial bouquets of flowers, \$3 to \$6.

Sweet-toned dinner chimes that vibrate softly through the house are \$5 and \$6. There are four tones, tuned to a bugle, mounted on a mahogany base which can lie flat or be hung on the wall.

Metal holders to keep the breakfast newspaper upright are of brass, at \$2.25; and nickel plate, at \$2.50.

Bed trays are of light-weight wood, enameled white and decorated with cheerful messages, \$6. Plain white, \$5. Either will be a welcome gift to one who has many meals in bed.

Door knockers for the front room can be had in Colonial brass, at \$1.50, or in the form of a bouquet, at \$1.75.

(Fourth Floor)

Every Day Is a Great Day for Little Folks
See the Sights and Romp in the Toy Store